

# PHILIPS

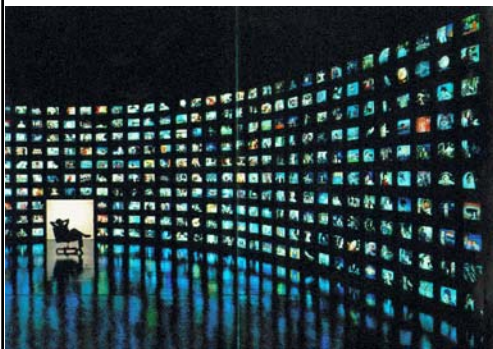
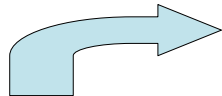
sense and simplicity

## CHORUS Workshop *Making media simply enjoyable!*

Hans van Gageldonk  
Philips Research

March 13, 2007

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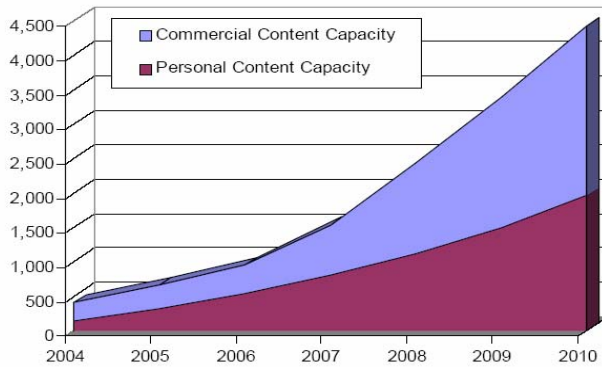


Philips Research, Hans van Gageldonk, March 13, 2007

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## Cumulative Original-Instance Home Storage Capacity

Capacity (GB)



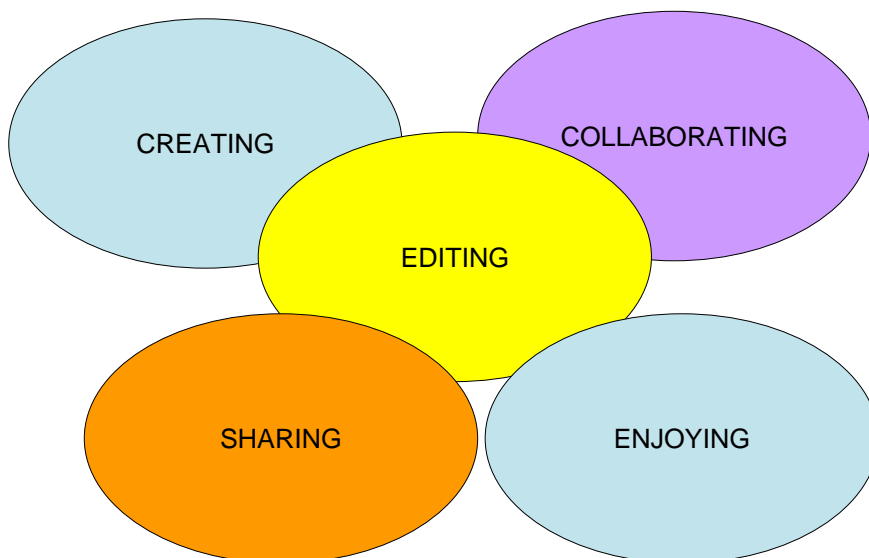
**Almost 5 TB of combined personal reference data and home commercial content by 2010**

2006 Storage Visions Conference

Philips Research, Hans van Gageldonk, March 13, 2007

[Storage Visions Workshop, 2006]

## People and media - Activities



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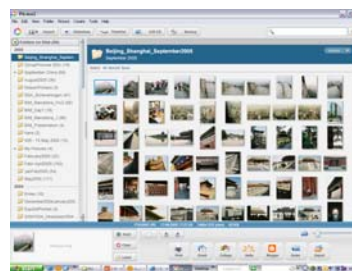
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## People and media - Tools



## Annotation – Meta-data

- Meta-data is the key to content management
- Today meta-data is obtained
  - Generating the content
    - Opportunity for device / set maker
      - E.g. mobile phones with cameras
  - Adding by hand
    - *Cumbersome!*



## Annotation – Meta-data (2)

- There is a need for automatic meta-data extraction:
  - Analysing the content
    - E.g. Genre recognition; face recognition content summarization; ...
    - This can be done either in the terminal or in the network (service)
      - Opportunity for PC/CE industries
  - Sharing the content *and meta-data* with others
    - This is a basic need of consumers
    - Opportunity for network providers and service providers
- There is a need for meta-data interoperability:
  - Balance between proprietary and on-proprietary meta-data



## Example application: face recognition



“Find the scenes featuring  
Tom Cruise”



“Find the scenes with  
Uncle John in 2003”

## Lean forward and backward

- Lean forward:
  - Creating
  - Editing
  - Typically done on a phone and a PC
- Lean backward:
  - Enjoying
  - Sharing
  - Typically done on CE devices



## Summary

- People become content creators
- People edit, share, and enjoy media
  - *Enjoy the media!*
- Balance needed between “Lean-forward” and “lean-backward”
- Meta-data is key
  - Automatic generation wherever possible
  - Search and retrieve



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Making media simply enjoyable!